

ORDER



Orders

Order / Rev:	68536
Alt Order #:	9852564 /Brad
Product Desc:	LOU BARLETTA
Estimate:	469
Flight Dates:	10/29/12 - 11/06/12
Original Date / Rev:	10/26/12 / 11/02/12
Order Type:	GENERAL

WHP-TV CBS21

Primary AE:	Millennium Washington DC
Sales Office:	MNAT
Sales Region:	National

Agency

Name:	Brabender Cox Mihalke
Buying Contact:	
Billing Contact:	
	1218 Grandview Avenue
	Pittsburgh, PA 15211

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser

Name:	Barletta/R/Congress
Demographic:	A35+
Product Codes:	US Congress
Priority:	P-2
Revenue Codes:	AGY, POL-CAND, GEN

New Business Thru:	
Order Separation:	00:15:00
Advertiser External ID:	
Agency External ID:	

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	85	\$46,840.00	\$39,814.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	85	\$46,840.00	\$39,814.00	0.00
Totals	85	\$46,840.00	\$39,814.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WHP-TV CBS21	23%	\$46,840.00
Market	100%	\$203,652.17

Competitive Share

	Share	Total
EHP	0%	\$0.00
UNKWN	3%	\$6,109.57
WGAL	38%	\$77,387.83
WHTM	22%	\$44,803.48
WLYH	1%	\$2,036.52
WPMT	13%	\$26,474.78

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WHP	10/29/12	11/05/12	Late Late Show	CM	1235a-135a	MTWTF--	:30	3	\$35.00	P-2	0.00	NM	4	\$140.00
Late Late Show/Ferguson															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	MTWTF--		3		\$35.00		0.00					
		Week: 11/05/12	11/11/12	M-----		1		\$35.00		0.00					
N 2	WHP	10/29/12	11/06/12	CBS This Morning	CM	7a-9a	MTWTF--	:30	5	\$75.00	P-2	0.00	NM	7	\$525.00
CBS This Morning															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 10/29/12	11/04/12	MTWTF--		5		\$75.00		0.00					
		Week: 11/05/12	11/11/12	M-----		2		\$75.00		0.00					
N 3	WHP	10/29/12	11/05/12	M-F 10a-11a	CM	10a-11a	MTWTF--	:30	3	\$200.00	P-2	0.00	NM	4	\$800.00
M-F 10a-11a															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					

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N 9	WHP	10/29/12	11/05/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTWTF--	:30	5	\$700.00	P-2	0.00	NM	6	\$5,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$700.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time								<u>Weekdays</u>	<u>Length</u>
6	WHP	11/05/12-11/11/12		M-F 7p-730p		7p-730p								M-----	:30
		See MG 9.7												(\$700.00)	0.00
		[No Avail]												NM	
7	WHP	11/05/12-11/11/12	Mon	Reg 1		8p-9p								M-----	:30
		(H) MG for 10.6,10.4,9.6												\$2,300.00	0.00
		[MG within Flight]												NM	
N10	WHP	10/29/12	11/05/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	5	\$800.00	P-2	0.00	NM	4	\$3,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5	\$800.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time								<u>Weekdays</u>	<u>Length</u>
4	WHP	10/29/12-11/04/12		M-F 730p-8p		730p-8p								MTWThF----	:30
		See MG 9.7												(\$800.00)	0.00
		[No Avail]												NM	
		Week: 11/05/12	11/11/12	M-----		1	\$800.00			0.00					
Spot	Ch	Date Range		Description		Start/End Time								<u>Weekdays</u>	<u>Length</u>
6	WHP	11/05/12-11/11/12		M-F 730p-8p		730p-8p								M-----	:30
		See MG 9.7												(\$800.00)	0.00
		[No Avail]												NM	
N11	WHP	10/29/12	11/05/12	M-F 11p-1135p News CBS 21 News at 11p	CM	11p-1135p	MTWTF--	:30	5	\$325.00	P-2	0.00	NM	6	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		5	\$325.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$325.00			0.00					
N12	WHP	10/29/12	11/05/12	Letterman Letterman	CM	1135p-1235a	MTWTF--	:30	2	\$140.00	P-2	0.00	NM	3	\$420.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		2	\$140.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$140.00			0.00					
N14	WHP	10/29/12	11/06/12	Mon Reg 3 Mon 10p-11p	CM	10p-11p	M-----	:30	1	\$2,250.00	P-2	0.00	NM	2	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	M-----		1	\$2,250.00			0.00					
		Week: 11/05/12	11/11/12	M-----		1	\$2,250.00			0.00					
N15	WHP	10/29/12	10/30/12	Tue Reg 1 Tue 8p-9p	CM	8p-9p	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
N16	WHP	10/29/12	10/30/12	Tue Reg 2 Tue 9p-10p	CM	9p-10p	-T-----	:30	1	\$2,850.00	P-2	0.00	NM	1	\$2,850.00
N17	WHP	10/29/12	11/06/12	Wed Reg 1 Wed 8p-9p	CM	8p-9p	--W-----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W---		1	\$3,000.00			0.00					
		Week: 11/05/12	11/11/12	-----		0	\$0.00			0.00					
N18	WHP	10/29/12	10/31/12	Wed Reg 2 Wed 9p-10p	CM	9p-10p	--W----	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----		1	\$3,000.00			0.00					
N19	WHP	10/29/12	11/01/12	Thu Reg 1 Thu 8p-9p	CM	8p-9p	---T---	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$3,000.00			0.00					
N20	WHP	10/29/12	11/01/12	Thu Reg 2 Thu 9p-10p	CM	9p-10p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---		1	\$2,500.00			0.00					

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N21	WHP	10/29/12	11/02/12	Fri Reg 1 Fri 8p-9p	CM	8p-9p	-----F--	:30	1	\$1,350.00	P-2	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----F--		1	\$1,350.00		0.00						
N22	WHP	11/03/12	11/04/12	Sa-Su 6p-630p News Rot CBS 21 News at 6p	CM	6p-630p	-----12	:30	3	\$140.00	P-2	0.00	NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----12		3	\$140.00		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot	6p-630p						-----SaSu	:30	(\$140.00)	0.00	NM	
			See MG 25.2,25.3,25.4,25.5 [Program Change]												
2	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot	6p-630p						-----SaSu	:30	(\$140.00)	0.00	NM	
			See MG 25.2,25.3,25.4,25.5 [Program Change]												
3	WHP	10/29/12-11/04/12	Sa-Su 6p-630p News Rot	6p-630p						-----SaSu	:30	(\$140.00)	0.00	NM	
			See MG 25.2,25.3,25.4,25.5 [Program Change]												
N23	WHP	10/29/12	11/03/12	CBS This Morning Saturday Show	CM	9a-11a	-----S-	:30	1	\$125.00	P-2	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		1	\$125.00		0.00						
N24	WHP	10/29/12	11/03/12	Sa 7p-730p Sa 7p-730p	CM	7p-730p	-----S-	:30	1	\$250.00	P-2	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		1	\$250.00		0.00						
N25	WHP	10/29/12	11/03/12	Sat Reg 2 Sat 9p-10p	CM	9p-10p	-----S-	:30	1	\$575.00	P-2	0.00	NM	4	\$995.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S-		1	\$575.00		0.00						
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
1	WHP	10/29/12-11/04/12	Sat Reg 2	9p-10p						-----Sa--	:30	(\$575.00)	0.00	NM	
			See MG 25.2,25.3,25.4,25.5 [Program Change]												
2	WHP	11/04/12-11/04/12	NFL RS Pre Game	12p-1p						-----Su	:30	\$550.00	0.00	NM	
		(M)	MG for 22.3,22.1,22.2,25.1 [MG within Flight]												
3	WHP	11/03/12-11/03/12	SEC Day Game	Various						-----Sa--	:30	\$350.00	0.00	NM	
		(M)	MG for 22.3,22.1,22.2,25.1 [MG within Flight]												
4	WHP	11/03/12-11/03/12	Sa 1130p-1230a	1130p-1230a						-----Sa--	:30	\$60.00	0.00	NM	
		(M)	MG for 22.3,22.1,22.2,25.1 [MG within Flight]												
5	WHP	11/03/12-11/03/12	Sa 1230a-130a	1230a-130a						-----Sa--	:30	\$35.00	0.00	NM	
		(M)	MG for 22.3,22.1,22.2,25.1 [MG within Flight]												
N26	WHP	10/29/12	11/04/12	Sa-Su 11p-1130p News CBS 21 News Weekend	CM	11p-1130p	-----11	:30	2	\$200.00	P-2	0.00	NM	2	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----11		2	\$200.00		0.00						
N27	WHP	10/29/12	11/04/12	CBS Sun Morning CBS Sun Morning	CM	9a-1030a	-----S	:30	1	\$275.00	P-2	0.00	NM	1	\$275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		1	\$275.00		0.00						
N28	WHP	10/29/12	11/04/12	Face the State Face the State	CM	1130a-12p	-----S	:30	1	\$110.00	P-2	0.00	NM	1	\$110.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>						
		Week: 10/29/12	11/04/12	-----S		1	\$110.00		0.00						
N29	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00

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N29	WHP	11/04/12	11/04/12	Sun Reg 1 Sun 7p-8p	CM	7p-8p	-----S	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
													Totals	85 \$46,840.00	